

## REMARKS

In response to the Examiner's Action mailed on December 6, 2005, claims 1-5, 8-22 are amended, 27 to 50 are amended. The applicant hereby respectfully requests that the patent application be reconsidered.

An item-by-item response to Examiner's objections or rejections is provided in the followings:

**1. *Claim Rejection 35 USC 112***

The Examiner rejects claims 1 to 26 because the claims are for a system but the body of the claims does not recite any structure of hardware for the system to operate.

In response to the rejections, claims 1-22 are amended to add ASCC server and ASCC provider computer for connecting to a network system to operate.

**2. *Rejection of Claims Under 35 USC 102:***

The Examiner rejects claims 1, 4-9, 11-21, 23-25, 27, 28, 30-35, 37-47 under 35 U.S.C. 102(e) as being anticipated by Thomson et al. (US 2003/0061104, hereinafter Thomson).

According to the Examiner Thomson teaches a network system that anticipates the inventions as directed by claims 1, 4-9, 11-21, 23-25, 27, 28, 30-35, 37-47.

In response to the rejections, claims 1-22, 27-38, and 41 to 50 are amended. The amended claim 1 is now directed to a network system connected with an online goods and services provider (GSP) selling goods-or-services to a customer through the network system. The network system further includes:

an after-sales-service and customer care (ASCC) center having an ASCC server for allowing said customer to select and receive an electronic ASCC voucher defining an ACC program and representing a value corresponding to a selection and purchase of said ASCC program made by said customer

related to sales of said goods-or-services wherein said electronic ASCC vouchers are provided for transmitting over said network.

Claim 27 is also amended to direct to a method of selling goods-or-service by an online goods and services provider (GSP) to a customer through a network system. The method includes a step of:

connecting an after-sales service and customer care center to said network for allowing said customer to select and receive an electronic ASCC voucher for defining an ASCC program and a value for payment of said ASCC program related to sales of said goods-or-services and for transmitting said electronic ASCC vouchers over said network.

The amended claims are totally different from Thomson. The processes of Thomson is controlled by a "Warranty Administrator" and in contrast, the processes as now directed by this invention are controlled by a customer.

Thomson's Warranty Administrator never sends anything as an electronic voucher to a customer that a customer can use at his or her own will. The only thing the Warranty Administrator sends to a customer initially was a "welcome e-mail that includes the warranty administrator's URL that will enable the customer to access the warranty administrator's home page. The customer never receives anything of substantial value that a customer can control the process of the ASCC program.

The main purpose of this invention is to hand the control of the ASCC program to the customer such that a customer now controls an electronic voucher that has value of payment. Only an ASCC program is carried out to the satisfaction of the customer, then a customer transmits the electronic voucher to the ASCC service provider as a payment. Such concept and process is entirely opposite the disclosures of Thomson where the customer does not have much control because the customer does not control anything of value that can be used as payment or reward. The amended claims would therefore be different and not anticipated by Thomson.

3. *Rejection of Claims Under 35 USC 103(a):*

The Examiner further rejects claims 3, 10, 22, 26, 29, 36, 48-50 under 35 USC 103(a) as being unpatentable over Thomson in view of article by Sally Trelford (Trelford).

In response to the rejection claim 48 is amended to direct to a method for carrying out an online electronic commerce that includes a step of:

allowing an online customer to select and receive an electronic voucher defining a value of reward over a network system for enabling said customer to reward an after-sales service and customer care (ASCC) activity related to said electronic commerce.

Claim 50 is also amended to direct to a method that further includes a step of:

said online customer transmitting said electronic ASCC incentive voucher with a value selected by said online customer for rewarding an ASCC provider performing said ASCC activity according a customer assessment of an ASCC satisfaction level.

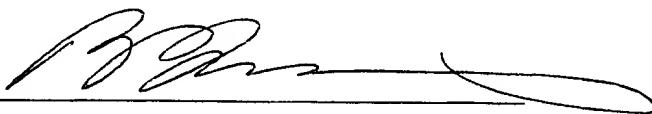
Thomson never discloses a customer can select and receive an electronic voucher that has any value of payment. Thomson's processes do not send an electronic voucher to a customer, the processes sends a welcome e-mail to enable the customer to access the warranty administrator's home page. The warranty administrator then controls and directs payment, if any, to a service provider. The concept and the power of control are totally different. Trelford's power of rewarding the quality of service is controlled by an employer NOT by a customer directly. The purpose of this invention is to let the customer to directly control the reward such that customer satisfaction has direct relationship with the reward. Again, the concept and power of control are entirely different and opposite to each other. For these reasons, the amended claims are new and not obvious under Thomson and Trelford.

For the above reasons, the amended claims 3, 10, 22, 26, 29, 36, 48-50 and the dependent claims are non-obvious in view of the cited prior art reference.

With the amended claims and the reasons provided above, the applicant hereby respectfully requests that Examiner's objections and rejections under 35 USC § 112, 102 and 103 be withdrawn and the present application be allowed.

Respectfully submitted,  
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By



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